## Contents

List of Illustrations		V
A	Acknowledgements	
Introduction		1
1	The Postcolonial Cultural Industry: Notes on Theory and Practice	8
2	Literary Prizes and the Award Industry	49
3	Boutique Postcolonialism: Cultural Value and the Canon	71
4	Advertising the Margins: Translation and Minority Cultures	91
5	The Adaptation Industry: The Cultural Economy of Postcolonial Film Adaptations	109
6	Postcolonial Chick Lit: Postfeminism or Consumerism?	156
N	Notes	
Selected Bibliography		246
In	Index	